A SUPPLEMENT TO Advertising Age

HISPANIC FACT PACK

2009 Edition

Annual Guide to Hispanic Marketing and Media



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HISPANIC FACT PACK

Data on the U.S. Hispanic market from Azteca to Zubi

THE U.S. HISPANIC market eked out 1.9% growth in 2008 to $4 billion in measured media as U.S. ad spending in general fell by 4.1%, but 2009 is a tougher year for everyone.

In the first quarter of 2009, spending on Spanish-language TV fell by 15.4%, and print media saw even steeper drops of 20.5% for Spanish-language magazines and 21.6% for Spanish-language newspapers, according to WPP's TNS Media Intelligence. Overall, TNS reported a 14.2% fall in U.S. ad spending in the first quarter of 2009, following a 9.2% decline in the fourth quarter of 2008.

Advertising Age's sixth annual Hispanic Fact Pack includes data about marketers' 2008 ad spending by company and category, demographic trends, and rankings of top TV, radio, newspaper, magazine, online media and social networking sites. Ad Age's exclusive ranking of the top 50 U.S. Hispanic agencies shows most shops had a relatively good 2008, with just seven posting a drop in revenue.

An exclusive ranking of the top Hispanic media agencies reveals one of the anomalies of the market: Many big Hispanic ad agencies remain full-service shops with media departments that continue to plan and buy media for their clients. Even so, media specialist agencies are making inroads and capturing a growing share of Hispanic media buys.

Spending by the top 50 Hispanic advertisers fluctuated last year as telecommunications replaced automotive as the highest-spending category in Hispanic media, climbing by 17.1% on ad budgets from Verizon Communications, AT&T, Sprint Nextel Corp. and Deutsche Telekom's T-Mobile. Automotive plunged by 20.1% as most automakers slashed their spending in 2008, especially in the fourth quarter.

As the plight of newspapers and magazines worsened, the print edition of New York daily Hoy closed, leaving just an Hoy website to compete with New York's leading Spanish-language newspaper, El Diario La Prensa. Time Inc. at the end of 2008 folded SI Latino, a six-times-a-year Spanish-language spinoff of Sports Illustrated, and Reader's Digest in June 2009 shuttered its U.S. Hispanic edition, Selecciones.

In January 2009, Univision Communications and its main program provider, Mexican media giant Grupo Televisa, negotiated a settlement in mid-trial over long-running disputes regarding a 25-year-long programming agreement that runs until 2017. Televisa got more money, and Univision secured its supply of hit novelas and other shows. Still to come: A federal judge is to decide in summer 2009 whether U.S. digital rights to Televisa programs aired in the U.S. belong to Univision or Televisa.

—Laurel Wentz

HOW TO REACH US

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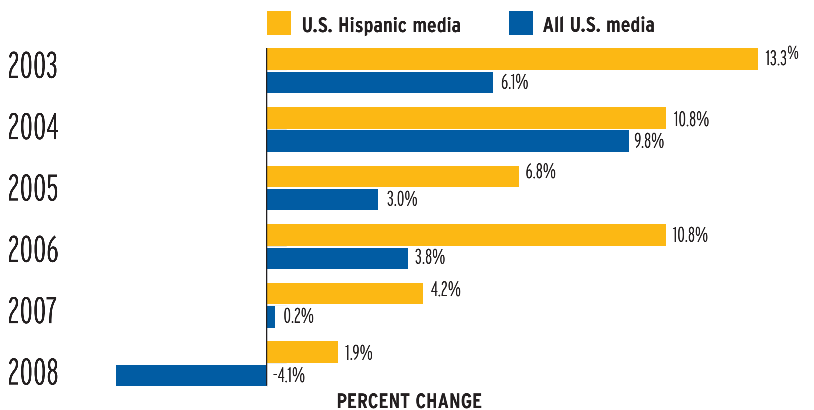
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HISPANIC MEDIA AD SPENDING GROWTH RATES

Versus all U.S. measured media ad spending growth, 2003 to 2008



Hispanic media data from HispanTelligence, research arm of Hispanic Business, based on input from TNS Media Intelligence, media industry experts, advertising agencies and public records. All U.S. media data from TNS Media Intelligence.

AD SPENDING BY CATEGORY IN HISPANIC MEDIA

		U.S. GROSS MEASURED ADVERTISING SPENDING		
RANK	CATEGORY	2008	2007	% CHG
1	Telecommunications, internet services and ISP	$659,817	$563,515	17.1
2	Retail	612,428	589,716	3.9
3	Automotive	571,431	714,868	−20.1
4	Restaurants	304,138	281,188	8.2
5	Food, beverages and candy	297,874	302,638	−1.6
6	General services	280,942	248,809	12.9
7	Personal care	263,981	229,714	14.9
8	Movies, recorded video and music	252,993	274,131	−7.7
9	Insurance	205,135	154,274	33.0
10	Medicine and remedies	169,266	203,564	−16.8

Dollars in thousands. Media from TNS Media Intelligence represents combined totals for TV from TV and cable networks, and Spanish-language spot TV stations; print from Spanish-language magazines (including PIB-monitored Spanish-language magazines) and Spanish-language newspapers and Hispanic websites. Categories aggregated by Ad Age. Only the top 10 are shown.

HISPANIC MEDIA AD SPENDING

Net U.S. measured media ad spending

RANK	MEDIUM	U.S. ADVERTISING SPENDING IN HISPANIC MEDIA 2008	2007	% CHG	2006
1	Network/national TV	$1,807.3	$1,789.4	1.00%	$1,733.9
2	Local TV	707.4	707.0	0.05	690.1
3	National radio	221.8	221.3	0.20	214.3
4	Local radio	529.2	524.1	0.98	511.7
5	National newspapers (excl. classified)	124.0	123.8	0.19	120.7
6	Local newspapers (excl. classified)	186.2	185.7	0.25	182.0
7	Internet	225.5	179.9	25.40	132.0
8	Magazines	115.4	110.6	4.34	100.2
9	Out-of-home	86.9	86.2	0.79	83.9
	Total	4,003.7	3,927.9	1.93	3,768.7

Dollars in millions. Data from HispanTelligence, the research arm of Hispanic Business. National totals based on input from TNS Media Intelligence, media industry experts, advertising agencies and public records. Figures are net (media-retained) ad expenditures.

GROSS PRINT MEDIA AD REVENUE

U.S. advertising revenue for Hispanic print media, including classified

MEDIUM	GROSS ADVERTISING SPENDING 2008	2007	% CHG	PUBLICATIONS COUNTED 2008	2007	AUDITED 2008
Newspapers[1]	$909	$1,117	−18.6	834	827	144
Magazines	352	391	−10.0	556	521	34
Other[2]	32	60	−46.7	526	576	3
Total	1,293	1,568	−17.5	1,916	1,924	181

Dollars in millions. Data from Latino Print Network. 1) Includes classified advertising. 2) Other includes annuals, catalogs, journals, newsletters and yellow pages. Numbers includes Puerto Rican publications as well as Mexican border publications with U.S. circulation.

TOP ADVERTISERS IN HISPANIC MEDIA: 1 TO 25

By measured U.S. media spending

RANK	MARKETER	2008 AD SPENDING	% CHG
1	Procter & Gamble Co.	$183,720	15.4
2	Lexicon Marketing Corp. (Inglés sin Barreras)	138,588	−36.5
3	AT&T	109,411	−8.0
4	Verizon Communications	101,995	27.8
5	McDonald's Corp.	94,300	4.7
6	Johnson & Johnson	93,930	21.3
7	General Motors Co.	92,978	−6.7
8	Broadcasting Media Partners (Univision)	90,869	−18.8
9	Toyota Motor Corp.	88,851	8.3
10	DirecTV Group	78,342	NA
11	State Farm Mutual Auto. Ins. Co.	75,313	NA
12	Walmart Stores	66,878	12.7
13	Sears Holdings Corp.	61,352	−23.4
14	Walt Disney Co.	59,769	−10.1
15	Sprint Nextel Corp.	59,612	12.1
16	SABMiller	58,172	−9.9
17	Deutsche Telekom	52,584	5.1
18	TVAtlas.com	52,268	−5.1
19	America Directo	52,168	−0.6
20	Nissan Motor Co.	52,149	−13.8
21	Target Corp.	49,711	47.2
22	Children International	48,648	NA
23	Ford Motor Co.	47,040	−32.9
24	J.C. Penney Co.	46,528	12.1
25	Allstate Corp.	46,221	−1.6

Dollars in thousands. Media from TNS Media Intelligence and represent the sum of broadcast TV and cable networks, Spanish-language magazines (including four PIB-monitored Spanish-language magazines), Spanish-language newspapers and Spanish-language spot TV and Spanish-language websites. Ranking continues on Page 12. Percent change is computed from 2007 data.

TOP ADVERTISERS IN HISPANIC MEDIA: 26 TO 50

By measured U.S. media spending

RANK	MARKETER	2008 AD SPENDING	% CHG
26	L'Oréal	$44,895	6.4
27	Chrysler Group	44,266	-31.3
28	Nestlé	44,181	91.5
29	Cre-C	39,943	NA
30	General Mills	39,802	NA
31	U.S. Government	39,780	8.9
32	Anheuser-Busch InBev	39,585	18.4
33	Honda Motor Co.	38,357	24.6
34	Yum Brands	37,879	7.1
35	Home Depot	37,560	-7.4
36	Olympia	36,499	-15.4
37	Grupo Televisa	35,931	-6.3
38	Consolidated Credit Counseling	35,775	52.8
39	Dish Network	35,725	52.7
40	SC Johnson	35,179	75.5
41	Macy's	34,812	28.8
42	Mars	34,151	37.5
43	Heineken	34,125	27.5
44	Bally Total Fitness Holdings Corp.	31,605	34.1
45	News Corp.	31,516	27.4
46	Filtramax	30,901	5.3
47	Hyundai Motor Co.	27,169	-49.8
48	Clorox Co.	27,009	-7.7
49	Unilever	26,915	-38.8
50	Lowe's Cos.	26,862	-9.3

Dollars in thousands. Media from TNS Media Intelligence and represent the sum of broadcast TV and cable networks, Spanish-language magazines (including four PIB-monitored Spanish-language magazines), Spanish-language newspapers and Spanish-language spot TV and Spanish-language websites. Percent change is computed from 2007 data.

TOP 25 ADVERTISERS IN HISPANIC NEWSPAPERS

By measured U.S. newspaper ad spending

RANK	MARKETER	2008 AD SPENDING	% CHG
1	Verizon Communications	$6,085	95.5
2	Interbond Corp. of America	5,651	6.8
3	Gobierno del Estado/Chihuahua	3,584	11.1
4	JPMorgan Chase & Co.	3,427	82.4
5	Bank of America Corp.	3,350	31.2
6	Skyland Communications	3,252	NA
7	Macy's	2,689	−16.3
8	Sears Holdings Corp.	2,627	−13.7
9	Broadcasting Media Partners (Univision)	2,483	13.1
10	Target Corp.	2,475	8.5
11	Best Buy Co.	2,432	−5.5
12	Rooms To Go	2,363	−16.6
13	State Farm Mutual Auto. Ins. Co.	2,342	NA
14	Home Depot	1,644	−30.4
15	Humana	1,633	−2.8
16	General Motors Co.	1,545	2.8
17	Wells Fargo & Co.	1,514	NA
18	Publix Supermarkets	1,454	17.8
19	Dish Network	1,446	NA
20	General Electric Co.	1,279	−0.6
21	Bankrate	1,194	−16.5
22	Walt Disney Co.	1,166	−10.1
23	Citigroup	1,047	60.2
24	Grupo Medlegal	1,041	39.7
25	Nissan Motor Co.	946	7.0

Dollars in thousands. Measured newspaper ad spending from TNS Media Intelligence. Percent change is computed from 2007 data. Automotive dealers and associations are excluded.

TOP 10 ADVERTISERS ON HISPANIC WEB SITES

By measured U.S. web ad spending on Spanish-language sites

RANK	MARKETER	2008 AD SPENDING	% CHG
1	Broadcasting Media Partners (Univision)	$9,463	−55.3
2	Sprint Nextel Corp.	2,613	−43.6
3	CareerBuilder	2,308	6.4
4	IAC/InterActiveCorp	2,280	−10.1
5	Experian Group	2,152	NA
6	Verizon Communications	1,931	−34.9
7	Grupo Televisa	1,801	NA
8	Los Angeles Auto Show	1,769	−59.1
9	Hispanic Credit Solutions	1,367	−3.3
10	L'Oréal	1,297	60.3

Dollars are in thousands. Measured web ad spending from TNS Media Intelligence. TNS monitors 44 Hispanic sites. Excludes paid search and broadband video. Percent change is computed from 2007 data.

TOP 25 ADVERTISERS ON SPANISH-LANGUAGE SPOT TV

By measured U.S. spot TV ad spending

RANK	MARKETER	2008 AD SPENDING	% CHG
1	DirecTV Group	$74,693	NA
2	AT&T	61,463	22.6
3	Verizon Communications	27,891	51.6
4	Nissan Motor Co.	25,217	-2.7
5	Ford Motor Co.	24,391	-9.4
6	Toyota Motor Corp.	21,137	35.1
7	Broadcasting Media Partners (Univision)	17,908	-29.1
8	Chrysler Group	17,642	-26.0
9	Yum Brands	15,004	-18.8
10	McDonald's Corp.	14,549	-0.3
11	Dish Network	13,209	54.3
12	Time Warner Cable	12,918	87.1
13	Famsa	12,753	30.7
14	Honda Motor Co.	12,056	32.5
15	Rooms To Go	11,448	1.3
16	Jack in the Box	10,865	9.8
17	State Farm Mutual Auto. Ins. Co.	10,702	NA
18	Cablevision Systems Corp.	9,494	13.0
19	Ventura Entertainment Enterprises	8,826	-57.7
20	Buenavida Enterprises	8,782	-3.0
21	Grupo Televisa	8,166	37.6
22	Empire Today	8,083	17.9
23	JPMorgan Chase & Co.	7,970	-26.1
24	Vacations Only	7,823	NA
25	General Motors Co.	7,804	-47.5

Dollars are in thousands. Measured spot TV ad spending from TNS Media Intelligence. Percent change is computed from 2007 data. Automotive dealers and associations and political advertising are excluded.

TOP 10 ADVERTISERS ON HISPANIC SPOT RADIO

By measured U.S. Spanish-language ad spending

RANK	MARKETER	2008 AD SPENDING	% CHG
1	Broadcasting Media Partners (Univision)	$23,646	24.5
2	Verizon Communications	10,215	1.3
3	AT&T	9,198	10.9
4	McDonald's Corp.	9,145	2.0
5	U.S. Government	7,794	94.1
6	Home Depot	7,785	49.9
7	Anheuser-Busch InBev	6,583	-8.1
8	J.C. Penney Co.	6,481	3.6
9	Toyota Motor Corp.	6,374	-17.4
10	State Farm Mutual Auto. Ins. Co.	6,245	NA

Dollars in thousands. Measured radio ad spending from Nielsen Co. Percent change is computed from 2007 data.

TOP 25 ADVERTISERS IN NAT'L SPANISH-LANGUAGE TV

By measured U.S. ad spending on broadcast and cable networks

RANK	MARKETER	2008 AD SPENDING	% CHG
1	Procter & Gamble Co.	$165,269	18.2
2	Lexicon Marketing Corp. (Inglés sin Barreras)	138,198	−35.5
3	Johnson & Johnson	82,600	22.5
4	General Motors Co.	76,507	12.3
5	McDonald's Corp.	74,474	7.2
6	Verizon Communications	64,448	20.7
7	Toyota Motor Corp.	63,145	7.9
8	Walmart Stores	61,579	10.2
9	Broadcasting Media Partners (Univision)	60,710	−3.4
10	State Farm Mutual Auto. Ins. Co.	57,452	98.6
11	Sears Holdings Corp.	56,128	−25.7
12	Sprint Nextel Corp.	55,869	34.0
13	America Directo	52,109	0.0
14	TVAtlas.com	51,943	−5.2
15	SABMiller	51,903	−4.1
16	Walt Disney Co.	49,789	−13.0
17	Deutsche Telekom	49,424	5.7
18	AT&T	46,546	−26.0
19	Children International	44,849	89.3
20	Allstate Corp.	44,163	4.1
21	J.C. Penney Co.	41,994	12.7
22	Nestlé	40,069	NA
23	Cre-C	39,834	NA
24	General Mills	38,058	NA
25	Target Corp.	37,993	51.6

Dollars in thousands. Measured ad spending from TNS Media Intelligence for Spanish-language TV and cable networks. Percent change computed from 2007 data.

TOP 25 ADVERTISERS IN HISPANIC MAGAZINES

By measured U.S. magazine ad spending

RANK	MARKETER	2008 AD SPENDING	% CHG
1	Procter & Gamble Co.	$15,611	10.3
2	L'Oréal	12,027	7.4
3	Johnson & Johnson	10,192	15.1
4	General Motors Co.	5,911	−30.4
5	U.S. Government	4,546	43.0
6	McDonald's Corp.	4,546	18.8
7	State Farm Mutual Auto. Ins. Co.	4,242	90.7
8	Time Warner	4,036	12.4
9	Grupo Televisa	4,034	NA
10	Walmart Stores	3,927	NA
11	Clorox Co.	3,539	13.0
12	Berkshire Hathaway	3,390	−12.6
13	Toyota Motor Corp.	3,261	−1.0
14	Walt Disney Co.	2,791	NA
15	Mosaico	2,535	−2.6
16	Kimberly-Clark Corp.	2,517	3.3
17	Intima	2,428	20.1
18	Coty (JAB Investments)	2,363	22.4
19	Target Corp.	2,351	10.7
20	Nestlé	2,147	92.6
21	Ford Motor Co.	2,144	−17.8
22	J.C. Penney Co.	2,046	23.5
23	Kraft Foods	2,036	−41.9
24	Unilever	1,858	18.8
25	Mattel	1,780	−2.5

Dollars in thousands. Magazine ad spending from TNS Media Intelligence includes two media classifications: Spanish-language magazines and PIB-monitored Spanish-language magazines. Percent change is computed from 2007 data.

MEDIA

TOP HISPANIC DMAS BY MEDIA SPENDING

For Spanish-language outlets in 2008, by estimated gross expenditures in millions

RANK	MARKET	TOTAL	% CHG	TV	RADIO	PRINT
1	Los Angeles	$651.54	0.94	$357.69	$191.42	$102.43
2	Miami-Fort Lauderdale	302.78	−0.71	132.58	103.31	66.89
3	New York	262.68	0.77	114.22	93.17	55.29
4	Houston	137.82	0.84	64.08	63.98	9.76
5	Chicago	128.20	1.10	52.24	48.21	27.75
6	San Francisco-Oakland-San Jose	86.10	1.10	47.57	32.13	6.40
7	Dallas	80.29	1.11	39.34	31.88	9.07
8	San Antonio	64.61	0.91	24.06	35.81	4.74
9	Phoenix	63.81	0.87	30.29	15.48	18.04
10	San Diego	55.53	0.49	29.55	20.09	5.89
	Top 10 total	1,833.36	0.64	891.62	635.48	306.26

Dollar estimates in millions for designated market areas based on information supplied by Spanish-language TV, radio and print outlets. Numbers are rounded. Data from HispanTelligence, the research arm of Hispanic Business. Percent change computed from 2007 data.

TOP 10 HISPANIC LOCAL TV MARKETS

RANK	MARKET	HISPANIC TV HH	TOTAL TV HH	HISP. % OF ALL*
1	Los Angeles	1,854,810	5,647,440	32.8%
2	New York	1,242,160	7,391,940	16.8
3	Miami-Fort Lauderdale	658,490	1,536,020	42.9
4	Houston	549,890	2,050,550	26.8
5	Dallas-Fort Worth	488,150	2,435,600	20.0
6	Chicago	485,270	3,469,110	14.0
7	San Antonio	382,990	792,440	48.3
8	Phoenix (Prescott)	381,180	1,802,550	21.1
9	San Francisco-Oakland[1]	377,730	2,419,440	15.6
10	Harlingen, Texas[2]	291,220	338,550	86.0

Data from Nielsen Hispanic Station Index. *Estimates as of Jan. 1, 2009. 1) Includes San Jose. 2) Harlingen, Weslaco, Brownsville and McAllen, Texas.

TOP 25 HISPANIC NEWSPAPERS

By measured advertising revenue, excluding classified

RANK	NEWSPAPER	GROSS 2008 AD REVENUE	% CHG
1	El Nuevo Herald (Miami)	$72,776	−19.5
2	La Opinion (Los Angeles)	35,193	−23.2
3	El Diario La Prensa (New York)	25,732	0.1
4	El Diario (Juarez, Mexico)	25,308	−24.9
5	Hoy (Chicago)	21,709	8.1
6	El Norte (El Paso, Texas/Juarez, Mexico)	12,100	12.5
7	La Raza (Chicago)	10,234	−12.1
8	Hoy (Los Angeles)	10,150	−21.4
9	Washington Hispanic	8,910	−14.3
10	El Sentinel (Miami-Fort Lauderdale)	8,189	33.2
11	La Voz de Phoenix	8,038	27.4
12	Al Dia (Dallas)	6,800	5.8
13	Hoy (New York)	6,460	−39.2
14	Diario Las Americas (Miami)	6,047	1.3
15	La Voz de Houston	4,194	9.6
16	Prensa Hispana (Phoenix)	3,792	−2.1
17	Vida en El Valle (Fresno, Calif.)	3,568	−5.7
18	Al Dia (Philadelphia)	3,534	10.0
19	TV y Mas (Phoenix)	3,512	−48.5
20	Mundo L.A. (Los Angeles)	3,031	NA
21	El Latino (San Diego)	2,799	−11.2
22	Lawndale News (Chicago)	2,713	−29.8
23	El Especial (New York)	2,522	−11.1
24	Excelsior (Orange County, Calif.)	2,185	−3.2
25	El Mensajero (San Francisco)	2,153	−10.5

Dollars are in thousands. Measured newspaper ad spending from TNS Media Intelligence. Figures exclude classified advertising, select local retail categories, internet advertising and circulation revenue. Not all advertising editions are monitored. Percent change is computed from figures for 2007.

TOP 25 HISPANIC MAGAZINES

By measured advertising revenue

RANK	MAGAZINE	GROSS 2008 AD REVENUE	% CHG
1	People en Español	$53,287	7.2
2	Latina	35,278	−2.1
3	Ser Padres	21,539	NA
4	TV y Novelas	18,934	17.2
5	Vanidades	14,938	18.5
6	Selecciones[1]	13,155	−14.2
7	Siempre Mujer	12,754	−1.1
8	Mira	8,934	12.5
9	Hispanic Business	7,269	−9.8
10	TV Notas	6,999	11.7
11	Hispanic Magazine	6,568	−0.1
12	Sports Illustrated Latino[1]	6,471	−3.0
13	Cosmopolitan en Español	6,099	24.6
14	Fox Sports en Español Magazine	5,414	−14.8
15	Vista	4,559	−11.2
16	Futbol Mundial	3,675	−33.8
17	Ocean Drive en Español[1]	3,219	3.9
18	Sobre Ruedas[1]	2,291	−18.3
19	Ser Padres Espera (was Espera)	2,242	−33.3
20	Tu Ciudad Los Angeles[1]	2,166	−56.3
21	Alma Magazine	2,135	−13.5
22	Casa y Hogar[1]	1,959	−28.2
23	ESPN Deportes - La Revista	1,958	−1.8
24	Kena[1]	1,948	2.1
25	Comida y Familia	1,559	14.3

Dollars are in thousands. Measured magazine ad spending from Media Economics Group's HispanicMagazineMonitor through Televisa Publishing & Digital. Figures exclude internet advertising and circulation revenue. Percent change is computed from figures for 2007.
1) These seven magazines have ceased publication.

TOP 10 WEB PROPERTIES AMONG HISPANIC USERS

By language preference and number of unique visitors

AMONG ALL HISPANICS

RANK	PROPERTY	UNIQUE VISITORS IN THOUSANDS	% REACH
1	Google sites	17,481	84.0
2	Yahoo sites	16,666	80.0
3	Microsoft sites	14,502	69.6
4	Fox Interactive Media	11,275	54.2
5	AOL	10,927	52.5
6	Ask Network	9,064	43.5
7	Facebook.com	7,750	37.2
8	EBay	7,341	35.3
9	Wikimedia Foundation sites	6,519	31.3
10	Apple	6,376	30.6

USERS WHO PREFER BOTH ENGLISH AND SPANISH

RANK	PROPERTY	UNIQUE VISITORS IN THOUSANDS	% REACH
1	Google sites	4,919	88.6
2	Yahoo sites	4,723	85.1
3	Microsoft sites	4,262	76.8
4	Fox Interactive Media	3,536	63.7
5	AOL	3,217	58.0
6	Ask Network	2,846	51.3
7	EBay	2,259	40.7
8	Wikimedia Foundation sites	2,143	38.6
9	Apple	2,097	37.8
10	Amazon sites	1,898	34.2

Data from comScore Media Metrix. Percent reach is of all Hispanic internet users (20.8 million) in May 2009; for users who prefer both English and Spanish language sites, reach is of 5.6 million users.

TOP 10 WEB PROPERTIES AMONG HISPANIC USERS

By language preference and number of unique visitors

SPANISH-LANGUAGE PREFERRED

RANK	PROPERTY	UNIQUE VISITORS IN THOUSANDS	% REACH
1	Google sites	4,000	89.2
2	Microsoft sites	3,876	86.4
3	Yahoo sites	3,808	84.9
4	Fox Interactive Media	2,715	60.6
5	Ask Network	2,544	56.7
6	Univision.com	2,325	51.9
7	AOL	2,146	47.9
8	EBay	1,842	41.1
9	Apple	1,639	36.6
10	Facebook.com	1,584	35.3

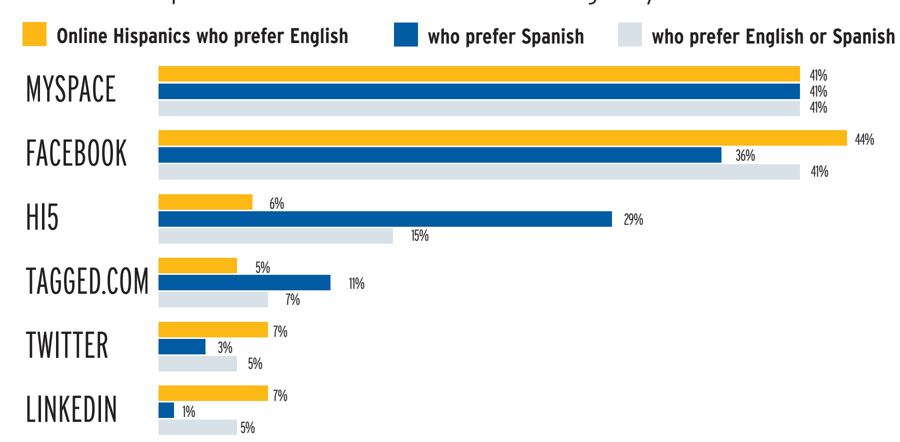
ENGLISH-LANGUAGE PREFERRED

RANK	PROPERTY	UNIQUE VISITORS IN THOUSANDS	% REACH
1	Google sites	8,562	79.4
2	Yahoo sites	8,135	75.4
3	Microsoft sites	6,363	59.0
4	AOL	5,564	51.6
5	Fox Interactive Media	5,024	46.6
6	Facebook.com	4,348	40.3
7	Ask Network	3,674	34.1
8	EBay	3,241	30.0
9	Wikimedia Foundation sites	3,008	27.9
10	Amazon sites	2,810	26.0

Data from comScore Media Metrix. Unique visitors are in thousands. Percent reach is the percent of all Hispanic internet users who prefer Spanish (4.5 million in the top table) or English (10.8 million in the bottom table) who visited the property for the month of May 2009.

HISPANIC SOCIAL NETWORKING SITE USAGE

Percent of Hispanics who visit a social network site regularly



Source: Survey conducted and analyzed by Dr. Felipe Korzenny, director of the Center for Hispanic Marketing Communication at Florida State University; Lee Vann, CEO of Captura Group; and DMS Research. Data from national online sample of approximately 900 Hispanic individuals who were recruited via online intercepts using the "river" methodology in Spring of 2009.

TOP 5 SPANISH-FORMATTED RADIO STATIONS

By Fall 2008 weekly cumulative listeners

RANK	STATION (MARKET)	OWNER	LISTENERS
1	**KLVE-FM** (Los Angeles)	Univision Communications	2,375,400
2	**WSKQ-FM** (New York)	Spanish Broadcasting System	2,328,100
3	**KSCA-FM** (Los Angeles)	Univision Communications	1,774,400
4	**WPAT-FM** (New York)	Spanish Broadcasting System	1,587,300
5	**KLAX-FM** (Los Angeles)	Spanish Broadcasting System	1,539,600

Source: Arbitron National Regional Database, Fall 2008, Persons 12+ Monday through Sunday, 6 a.m. to midnight. Stations qualify to be reported if they have received five or more minutes of listening in a single quarter-hour in at least 1 in-tab diary in the market, Monday through Sunday, midnight to midnight (total week), during the survey period. Encoded stations qualify to be reported if they have received credit for five or more minutes of listening within a quarter hour from at least one PPM Panelist during the Monday through Friday, 6 a.m. to midnight daypart for the survey period. For the time period and demographic, Spanish-language formats ranked 9th among all radio formats.

TOP SPANISH-LANGUAGE RADIO FORMATS

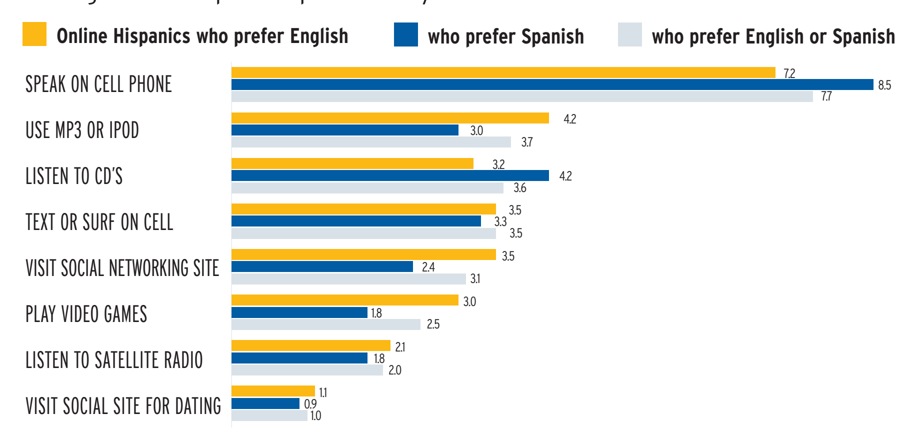
By Fall 2008 weekly cumulative listeners

RANK	FORMAT	LISTENERS
1	Mexican regional	12,163,000
2	Spanish contemporary	8,174,700
3	Spanish adult hits	6,200,500
4	Spanish tropical	3,723,600
5	Latin urban	2,905,700
6	Spanish news/talk	1,654,300
7	Spanish variety	1,150,600
8	Spanish religious	743,600
9	Tejano	562,900
10	Spanish oldies	274,700
11	Spanish sports	23,400
	Analysis total	22,537,500

Source: Arbitron National Regional Database, Fall 2008, Persons 12+ Monday through Sunday, 6 a.m. to midnight. See notes in chart at top of page.

HISPANIC ELECTRONIC MEDIA USAGE

Average hours Hispanics spend weekly



Source: Survey conducted and analyzed by Dr. Felipe Korzenny, Director of the Center for Hispanic Marketing Communication at Florida State University; Lee Vann, CEO of Captura Group; and DMS Research. Data from national online sample of approximately 900 Hispanic individuals who were recruited via online intercepts using the "river" methodology in Spring of 2009.

TOP PRIME-TIME NETWORK TV PROGRAMS

Ranked by May 2009 ratings among Hispanic viewers

SPANISH LANGUAGE

RANK	PROGRAM [DAY]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
1	Mañana Para Siempre [Tue]	Univision	22.9	2,904	5,132
2	Mañana Para Siempre [Mon]	Univision	22.5	2,846	5,039
3	Mañana Para Siempre [Wed]	Univision	22.3	2,823	5,011
4	Mañana Para Siempre [Thu]	Univision	22.0	2,783	4,912
5	Gordo y Flaca: Ed Es [5/26 (Special)]	Univision	20.7	2,618	4,244
6	Mañana Para Siempre [Fri]	Univision	20.5	2,594	4,515
7	Gran Estreno [Sun]	Univision	18.4	2,332	4,368
8	Aqui y Ahora [Tue]	Univision	18.3	2,310	3,751
9	Cuidado con el Angel [Tue]	Univision	18.2	2,305	3,948
9	Cuidado con el Angel [Wed]	Univision	18.2	2,305	3,894

ENGLISH LANGUAGE

RANK*	PROGRAM [DAY/DATE]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
35	American Idol [Wed]	Fox	6.8	864	1,336
47	American Idol [Tue]	Fox	6.0	765	1,179
58	Grey's Anatomy [Thu 9 p.m.]	ABC	5.6	707	1,059
62	NBA Playoffs on ABC [Sat 3 (Special) 05/23]	ABC	5.1	649	1,057
63	Dancing with the Stars	ABC	5.0	626	900
70	Dancing with the Stars Results	ABC	4.3	547	861
77	So You Think Can Dance [Wed]	Fox	4.0	510	801
79	House	Fox	4.0	501	768
80	Heroes	NBC	3.9	498	699
85	So You Think Can Dance [Thu]	Fox	3.8	484	756

Data from Nielsen Co., National People Meter Hispanic Sub Sample. Households and viewers are measured in thousands. Rating is % of Hispanic TV households. Measurement period was 7 p.m. to 11 p.m., Monday through Sunday (4/27/2009-5/31/2009). *Rank among all Hispanic viewers. Programs under five minutes and breakouts are excluded. Average Hispanic viewers (VWRs) are the number of persons in Hispanic households viewing the program. Viewing estimates include 7 days of DVR.

HISPANIC TV NETWORK VIEWERSHIP

RANK	NETWORK	HH RATING	HH (000)	HH SHARE	P 2+ VIEWERS
1	Univision	16.8	2,121	8.7	3,748
2	Telemundo	5.0	626	2.5	1,083
3	Fox	3.2	404	1.5	626
4	TeleFutura	2.9	369	1.4	624
5	ABC	2.7	344	1.2	506
6	CBS	2.6	324	1.1	476
7	NBC	2.3	290	1	424
8	CW	1.3	162	0.5	235
9	MyNetworkTV	1.2	153	0.6	247
10	Azteca America	0.9	118	0.4	175

Data from Nielsen Co.'s National People Meter Hispanic Sub Sample based on Hispanic prime-time viewership from 7 p.m. to 11 p.m. from Sept. 22, 2008, to May 20, 2009. Rating is % of Hispanic TV HH; share is % of those HHs with TV sets in use and watching the network. P 2+ counts total Hispanic viewing persons in thousands tuned in to the network. Viewing estimates include 7 days of DVR.

TOP CABLE TV PROGRAMS

Among Hispanic viewers

SPANISH LANGUAGE

RANK	PROGRAM [DATE]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
1	Futbol Internacional [(Special) 04/29]	Galavision	1.27	160	268
2	Futbol Liga Mex [Fri]	Galavision	0.95	121	199
3	Las Noticias por Adela [Fri]	Galavision	0.93	118	186
4	Festival del Humor	Galavision	0.90	114	184
5	Las Noticias por Adela [Thu]	Galavision	0.87	110	163
6	Las Noticias por Adela [Tue]	Galavision	0.85	108	161
7	Las Noticias por Adela [Mon]	Galavision	0.84	107	158
8	Las Noticias por Adela [Wed]	Galavision	0.78	99	154
9	Copa Libertadores [2nd Round, Game 76]	Fox Sports en Español	0.77	97	153
10	Vida Salvaje [Thu]	Galavision	0.76	96	182

ENGLISH LANGUAGE

RANK	PROGRAM [DATE]	NETWORK	HISP. HH RATING	AVG. HISP. HH	AVG. HISP. VWRS
1	NBA Playoffs-Conference Finals	ESPN	5.48	694	1,141
2	2009 MTV Movie Awards	MTV	4.55	576	1,060
3	iCarly Movie: "iDate A Bad Boy"	Nickelodeon	4.10	519	842
4	Jon & Kate Plus 8 [(Special) 05/25]	TLC	3.87	491	828
5	Fairly Oddparents Movie: Wishology [Final]	Nickelodeon	3.73	473	722
6	SpongeBob SquarePants The Movie	Nickelodeon	3.70	468	756
7	Fairly Oddparents Movie: Wishology [Beginning]	Nickelodeon	3.59	454	699
8	Fairly Oddparents Movie: Wishology [Middle]	Nickelodeon	3.33	422	618
9	S Sonny With A Chance [(Special) 05/31]	Disney	3.32	420	765
10	Finding Nemo	Disney	3.14	397	590

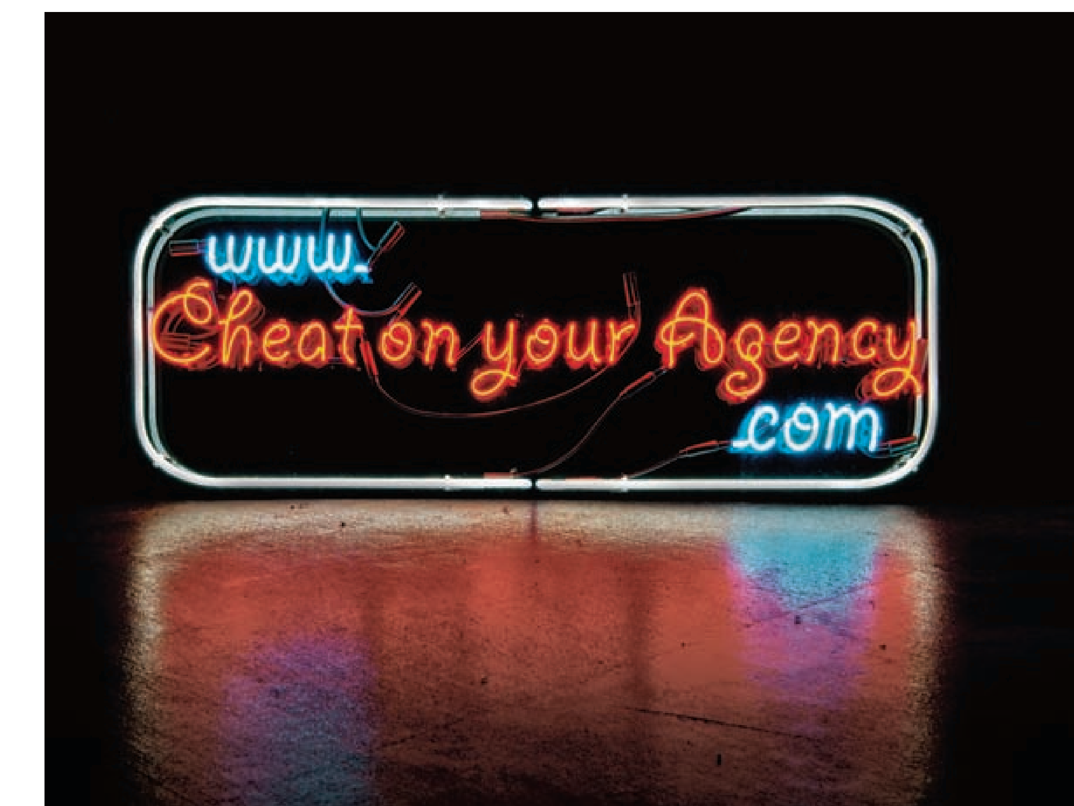
Data from Nielsen Co., National People Meter Hispanic Sub Sample . Households and viewers are measured in thousands. Rating is % of Hispanic TV households. Measurement period was 24 hours, Monday through Sunday (4/27/2009-5/31/2009). Programs under five minutes and breakouts are excluded. Average Hispanic viewers (VWRs) are the number of persons in Hispanic households viewing the program. Viewing estimates include 7 days of DVR.

TOP SPANISH-LANGUAGE CABLE NETWORKS

By cable TV coverage as a percent of all Hispanic TV households

RANK	CABLE NETWORK	CABLE COVERAGE AS A PERCENT OF ALL HISPANIC TV HH	SHARE AS PERCENT OF HISPANIC CABLE HH
1	Galavision	67.20%	80.00%
2	Mun2	46.90	55.90
3	Fox Sports en Español	42.20	50.20
4	ESPN Desportes	35.10	41.80
5	Discovery en Español	29.40	35.00
6	Gol TV	24.50	29.20

Data from Nielsen Co.'s National People Meter Hispanic Sub Sample for May 2009. There are 10.2 million Hispanic cable households out of 12.6 million Hispanic TV households. Networks are those with coverage of 20% or more. These are monthly averages to homes able to receive cable.



DEMOGRAPHICS

U.S. POPULATION TOTALS

U.S. Census data by race for 2008

	2008	2007	CHANGE	% CHG
Total population	304,059,724	301,290,332	2,769,392	0.9
White	242,639,242	240,881,563	1,757,679	0.7
Black	39,058,834	38,621,603	437,231	1.1
American Indian/Alaska Native	3,083,434	3,028,178	55,256	1.8
Asian	13,549,064	13,210,746	338,318	2.6
Native Hawaiian/Pacific Islander	562,121	549,961	12,160	2.2
Two or more races	5,167,029	4,998,281	168,748	3.4
Hispanic or Latino	46,943,613	45,472,384	1,471,229	3.2
Not Hispanic	257,116,111	255,817,948	1,298,163	0.5

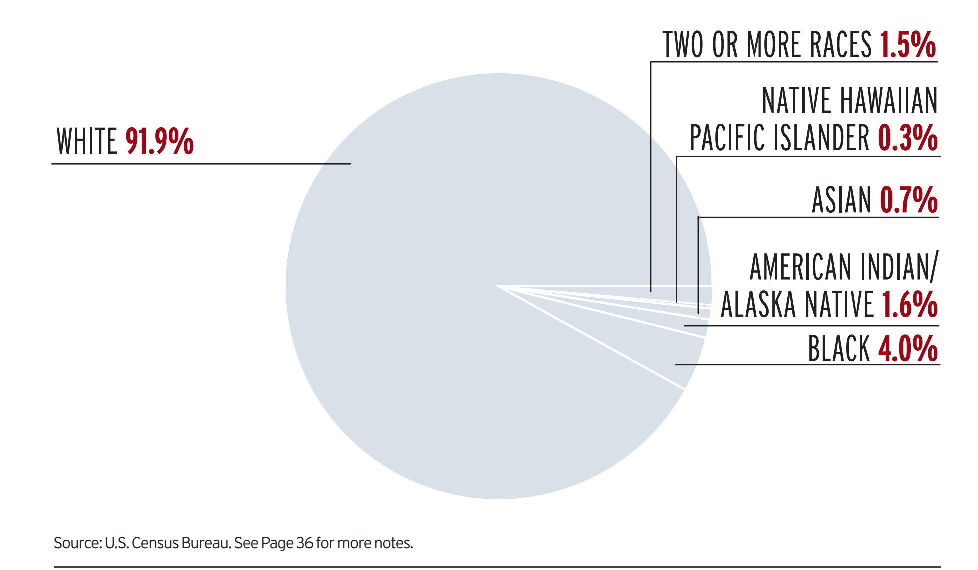
U.S. HISPANIC POPULATION BY RACE

For 46.9 million Hispanics in the U.S. in 2008

	2008	2007	CHANGE	% CHG
One race	46,228,246	44,788,004	1,440,242	3.2
White	43,147,784	41,821,799	1,325,985	3.2
Black	1,887,084	1,812,764	74,320	4.1
American Indian/Alaska Native	754,452	728,826	25,626	3.5
Asian	311,366	300,976	10,390	3.5
Native Hawaiian/Pacific Islander	127,560	123,639	3,921	3.2
Two or more races	715,367	684,380	30,987	4.5

Source: Population Division, U.S. Census Bureau. Figures are annual estimates of the population by age, sex, race and Hispanic origin for the U.S. The 2008 population estimates start with a base population for April 1, 2000, to July 1, 2008. Released May 14, 2009.

U.S. HISPANIC POPULATION PIE



Source: U.S. Census Bureau. See Page 36 for more notes.

TOP U.S. COUNTIES BY HISPANIC POPULATION GROWTH

By 2000 to 2007 population increase

RANK	COUNTY [STATE]	HISPANIC POPULATION GROWTH	'90-'00 GROWTH RANK
1	Los Angeles County [Calif.]	435,198	1
2	Maricopa County [Ariz.]	419,295	3
3	Harris County [Texas]	400,853	2
4	Riverside County [Calif.]	336,541	9
5	San Bernardino County [Calif.]	269,411	8
6	Dallas County [Texas]	239,426	5
7	Clark County [Nev.]	209,003	11
8	Miami-Dade County [Fla.]	187,573	6
9	Bexar County [Texas]	156,914	14
10	Tarrant County [Texas]	151,077	16
11	San Diego County [Calif.]	150,404	10
12	Broward County [Fla.]	140,117	15
13	Cook County [Ill.]	135,883	4
14	Hidalgo County [Texas]	132,796	12
15	Orange County [Calif.]	122,453	7
16	Kern County [Calif.]	111,800	22
17	Orange County [Fla.]	90,879	21
18	Travis County [Texas]	87,604	20
19	Hillsborough County [Fla.]	83,464	30
20	Fresno County [Calif.]	81,791	19
21	Palm Beach County [Fla.]	78,227	29
22	Sacramento County [Calif.]	76,292	28
23	San Joaquin County [Calif.]	72,056	38
24	Pima County [Ariz.]	68,651	25
25	Gwinnett County [Ga.]	67,986	42

Data from Pew Hispanic Center's Oct. 23, 2008, report "Latino Settlement in the New Century."
More info: http://pewhispanic.org/files/reports/96.pdf.

PROJECTED U.S. HISPANIC POPULATION

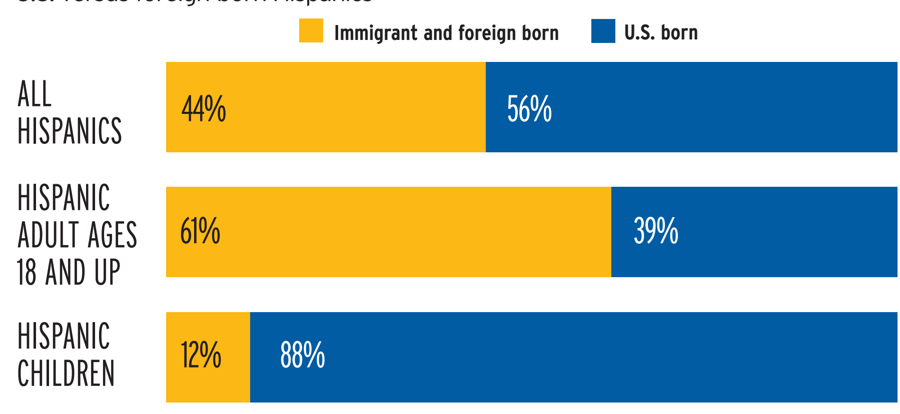
Versus total U.S. population

TOTAL POPULATION	2000	2010	2020	2030	2040	2050
Total U.S.	282,125	308,936	335,805	363,584	391,946	419,854
Hispanic (of any race)	35,622	47,756	59,756	73,055	87,585	102,560
NUMERICAL CHANGE	**'00-'50**	**'00-'10**	**'10-'20**	**'20-'30**	**'30-'40**	**'40-'50**
Total U.S.	137,729	26,811	26,869	27,779	28,362	27,908
Hispanic (of any race)	66,938	12,134	12,000	13,299	14,530	14,975
PERCENT CHANGE	**'00-'50**	**'00-'10**	**'10-'20**	**'20-'30**	**'30-'40**	**'40-'50**
Total U.S.	49	10	9	8	8	7
Hispanic (of any race)	188	34	25	22	20	17
PERCENT OF TOTAL POPULATION	**2000**	**2010**	**2020**	**2030**	**2040**	**2050**
Total U.S.	100	100	100	100	100	100
Hispanic (of any race)	13	15	18	20	22	24

Source: U.S. Census Bureau. Population in thousands.

COUNTRY OF BIRTH

U.S. versus foreign-born Hispanics



Data from Synovate's 2008 U.S. Diversity Markets Report and based on U.S. Census data.

AGENCY AWARDS & RANKINGS



BEST OF SHOW: "IS THAT THE LINEMAN?"
CLIENT: TOYOTA MOTOR SALES USA, COROLLA

IN A BEST of Show-winning idea, it struck Conill that during a televised Toyota-sponsored soccer championship they could buy the space along the bottom of the TV screen and insert entertaining 15-second videos that looked like they were part of the game to introduce the 2008 Corolla in an engaging way.

During sports broadcasts, viewers are used to the TV camera cutting to other action, such as a coach shouting from the sideline.

In the Conill version, a flag-waving lineman is distracted from the match by a huge billboard of the new Corolla on the field. The Conill video ends with the voice-over: "The new Toyota Corolla. So special it's impossible not to fall in love."

"When you realize it's a joke, the viewer smiles," said Pablo Buffagni, Conill's VP-creative director. "And it doesn't interfere with the game."

HISPANIC CREATIVE AD AWARDS

AGENCIES WON awards chosen from a record 760 entries, competing for Gold, Silver and Bronze in Advertising Age's 10th annual Hispanic Creative Advertising Awards contest in 2008.

The contest was held in partnership with the Association of Hispanic Advertising Agencies.

Winners were reported in the Hispanic Creative Advertising Awards Special Report (AA, Sept. 15, 2008). The full report with playable video of winning spots can be found on **AdAge.com.**

Best of Show, Gold and Silver winners are listed here through Page 43.

Winners for the 11th annual Hispanic Creative Advertising Awards will be announced at an awards show Friday, Sept. 18, 2009, in Miami, and in a Special Report in Ad Age and on **AdAge.com** on Sept. 21, 2009.

BEST OF SHOW AND GOLD AWARD WINNERS

BEST OF SHOW	BRAND	CAMPAIGN
Conill, Torrance, Calif.	Toyota Motor Sales USA's Corolla	"Is That the Lineman?"
GOLD/TV		
Dieste, Dallas	Clorox Co.'s Pine-Sol	"Shame"
Elevation, Washington	Global Tax	"Tales of Terror"
Grupo Gallegos, Long Beach, Calif.	Calif. Milk Processor Board	"Bruja"
La Comunidad, Miami	Cyloop	"Pants"
GOLD/INTERACTIVE/ONLINE AD		
Conill, Torrance, Calif.	T-Mobile Sidekick	"Karate"
La Comunidad, Miami	Katrina Foundation	
GOLD/INTEGRATED		
JWT, San Juan, Puerto Rico	Méndez & Co., Heineken	"Heineken City"

MORE GOLD AWARD WINNERS

GOLD/INTERACTIVE/WEBSITE	BRAND	CAMPAIGN
Bravo Group, New York	Mars (Wm. Wrigley Jr. Co.) Eclipse	Consultorio del Puma

GOLD/BEYOND HISPANIC		
Marca, Miami	Fla. Coalition Against Human Trafficking campaign	"XXX," "Live Show," "Girls"
LatinWorks, Austin, Texas	Anheuser-Busch InBev's Bud Light	"Language of Love"

GOLD/DIRECT MARKETING		
Aspen Marketing Services, Chicago	Qwest Communications	"La Aventura" mini-brochure

SILVER AWARD WINNERS

SILVER/TV	BRAND	CAMPAIGN
Concept Café, Miami	American Honda Motor Co.	"Venta"
Dieste, Dallas	Clorox Co.'s Clorox Bleach	"Turtle"
La Comunidad, Miami	Cyloop campaign	"Horse," "Pants," "Pool"
La Comunidad, Miami	Cyloop campaign	"Bus"
EJE, San Juan, Puerto Rico	Subway	"Jack-in-the-Box"

SILVER/RADIO		
Vidal Partnership, New York	Cadbury Adams' Dentyne	"Helicóptero," "Invertido," "Sombrilla," "Operación Jarocha"

SILVER/NONTRADITIONAL, GUERRILLA MARKETING		
Conill, Torrance, Calif.	Toyota Motor Sales USA's Tundra	"Plataforma Giratoria"
Arteaga & Arteaga, San Juan, Puerto Rico	Bristol-Myers Squibb	"Not Knowing"

SILVER/OUT-OF-HOME		
Casanova Pendrill, Costa Mesa, Calif.	Calif. Lottery's Superlotto Plus campaign	"VIP," "Vuelta," "Triste"
Badillo Nazca Saatchi & Saatchi, San Juan, PR	Toyota Motor Sales USA's Tundra	"Cleaners"
EJE, San Juan, Puerto Rico	Johnson & Johnshon's Imodium	"Toilet Paper"

SILVER/MAGAZINE		
La Comunidad, Miami	Volkswagen 200 HP GTI	"Poop"
Dieste, Dallas	Interstate Household Batteries campaign	"Robot," "Cop," "Monkey"

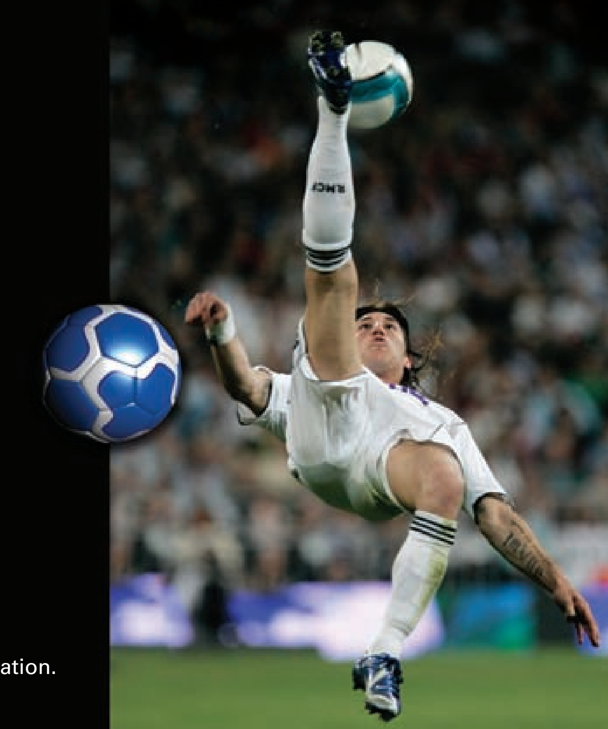
SILVER/BEYOND HISPANIC	BRAND	CAMPAIGN
La Comunidad, Miami	One Show campaign	"Harley," "Timex," "Nike," "Crazyworld"

SILVER/INTEGRATED		
Conill, Torrance, Calif.	Toyota Motor Sales USA's Tundra	"Tundrazo Tour," "Turntable Display," soccer & concert integration, fliers

SILVER/INTERACTIVE/BRANDING		
Nobox Marketing Group, San Juan, Puerto Rico	Toyota Motor Sales USA's Scion XB	"Autodanz"

SILVER/NEWSPAPERS		
Conill, New York	Procter & Gamble Co.'s Tide campaign	"Manchon"
LatinWorks, Austin, Texas	ESPN Deportes X Games	"Testiculos"
Conill, New York	Procter & Gamble Co.'s Tide campaign	"Angelitos"

SILVER/DIRECT MARKETING		
Vidal Partnership, New York	Sprint	"Bow"



TOP 50 U.S. HISPANIC AGENCIES

By U.S. revenue in 2008

RANK	AGENCY (% HISPANIC)[1] [HOLDING COMPANY AFFILIATION]	HEADQUARTERS	REVENUE[1]	% CHG
1	Dieste* [Omnicom]	Dallas	$44,900	11.1
2	Vidal Partnership ✓	New York	35,000	12.9
3	Bravo Group* [WPP (Y&R)]	Miami	31,500	5.0
4	GlobalHue[1]* (50%) ✓	Southfield, Mich.	28,178	37.2
5	Lopez Negrete Communications ✓	Houston	24,150	1.6
6	Zubi Advertising Services ✓	Coral Gables, Fla.	21,500	9.7
7	Bromley Communications* ✓[Publicis]	San Antonio	21,100	−6.6
8	Conill* [Publicis (Saatchi)]	Miami	19,900	−3.9
9	LatinWorks* ✓[Omnicom]	Austin, Texas	17,440	1.5
10	Alma DDB* [Omnicom (DDB)]	Coral Gables, Fla.	14,800	13.0
11	Casanova Pendrill* [Interpublic (McCann)]	Costa Mesa, Calif.	14,500	−3.3
12	Accentmarketing* [Interpublic]	Coral Gables, Fla.	14,300	0.0
13	De la Cruz Group ✓	Guaynabo, P.R.	13,668	4.8
14	Arvizu Advertising & Promotions ✓	Phoenix	11,900	0.8
15	Advanced Results Marketing[1] (29%)	Marlboro, Mass.	10,500	23.5
16	Vox Collective ✓	New York	9,775	8.8
17	Machado/Garcia-Serra ✓	Coral Gables, Fla.	9,438	1.8
18	Winglatino* [WPP (Grey)]	New York	9,000	−10.0
19	San Jose Group ✓	Chicago	8,935	31.6
20	AlPunto Advertising	Tustin, Calif.	8,700	11.5
21	Moroch Partners[1] (25%)	Dallas	8,300	3.8
22	Reynardus & Moya Advertising	New York	7,614	2.4
23	Euro RSCG Latino* [Havas (Euro)]	New York	7,300	−23.2
24	La Comunidad	Miami Beach, Fla.	7,200	10.8
25	Lopito Ileana & Howie* ✓	Guaynabo, P.R.	7,140	−12.5
26	La Agencia de Orci & Asociados	Los Angeles	$6,882	−43.0
27	Grupo Gallegos ✓	Long Beach, Calif.	6,750	−29.1
28	Castells & Asociados	Los Angeles	6,614	7.9
29	Ole	New York	6,500	109.9
30	Lapiz Hispanic Marketing* [Publicis (Burnett)]	Chicago	6,400	12.3
31	Acento	Los Angeles	6,283	36.4
32	Images USA[1]* (40%) ✓	Atlanta	6,176	−1.3
33	Marca Hispanic ✓ [Marc USA]	Coconut Grove, Fla.	6,056	15.7
34	Revolucion ✓	New York	5,300	7.1
35	HeadQuarters Advertising ✓	San Francisco	5,250	0.0
36	GlobalWorks Group[1] (41%)	New York	4,875	170.8
37	Hispanic Group Corp.	Miami	4,690	4.2
38	Brandthread/Spark Group[1] (30%) ✓	Weston, Fla.	4,500	80.2
39	Siboney USA* ✓[Interpublic]	Coral Gables, Fla.	4,500	−10.0
40	Latin3 ✓	Hollywood, Fla.	4,400	4.8
41	CreativeOnDemand* ✓	Coconut Grove, Fla.	4,400	12.8
42	Anderson Marketing Group*	San Antonio	4,100	0.0
43	Mass Hispanic Marketing	Miami	3,812	17.9
44	LatinMedios.com	Aventura, Fla.	3,685	5.6
45	EMG* ✓	Valencia, Calif.	3,602	14.0
46	Creative Civilization[1] (58%) ✓	San Antonio	3,510	13.2
47	Interlex Communications ✓	San Antonio	3,400	70.0
48	Ryan Partnership[1] (5%) [D.L. Ryan Cos.]	Wilton, Conn.	3,321	30.7
49	Republica ✓	Miami	3,300	NA
50	Inventiva	San Antonio	3,300	15.2

Dollars are in thousands. *Figures are Ad Age estimates. A check mark denotes agency reported minority-ownership certification by city, state or organization. Data are from the 64th Agency Report (AA, April 27, 2009). 1) Agencies are ranked by 100% of U.S. revenue unless Hispanic activities are less than 75% of revenue, in which case they are ranked at that percent of revenue. The percent of total revenue representing Hispanic is shown in parentheses.

TOP U.S. HISPANIC MEDIA AGENCIES

By 2008 revenue from Hispanic media activities

RANK	AGENCY [PARENT (NETWORK)]/URL/TOP EXECS	HEADQUARTERS	MEDIA SERVICES REVENUE 2008
1	**Tapestry** [Publicis (SMG Multicultural)] www.tapestrypartners.com Danielle Gonzalez, senior VP-managing director, Chicago; Isabella Sanchez, senior VP-managing director, Miami	Chicago/Miami	$15,000
2	**MV42** [Publicis (SMG Multicultural)] www.mediavestww.com Caleb Windover, senior VP-managing director	New York	10,000
3	**GlobalHue** [Independent] www.globalhue.com Robert Fitzgerald, exec VP-media director	Southfield, Mich.	7,000
3	**MEC Bravo** [WPP (Mediaedge:cia)] www.mecbravo.com Gonzalo Del Fa, managing director	New York	7,000
5	**Vidal Partnership** [Independent] www.vidalpartnership.com Oswald Mendez, managing partner and director-integrated communications	New York	6,000
6	**Bromley Communications** [Publicis (49%)] www.bromleyville.com Kim Chance, director of planning; Debra Nason, director of media services	San Antonio	5,900
7	**OMD Latino** [Omnicom (OMD)] www.omd.com Camilo Velez, managing director	Miami	4,800
8	**Conill** [Publicis (Saatchi)] www.conill-ideas.com Robert Spallone, media director	Torrance, Calif./Miami	3,500
9	**Zubi Advertising** [Independent] www.zubiad.com Lourdes Olmeda, VP-media; Silvia Alvarez, media director	Miami	3,300
10	**Mindshare Multicultural** [WPP (Mindshare)] www.mindshareworld.com Position open	New York	2,950
11	**Casanova Pendrill** [Interpublic (McCann)] www.casanova.com Karen Treydte, media planning dir; Roxane Garzon, broadcast media dir	Costa Mesa, Calif.	2,640
12	**Carat Multicultural** [Aegis (Aegis Media)] www.carat.com Alejandro Claiborne, VP-multicultural communications planning	New York	2,375
13	**ZO Multicultural** [Publicis (ZenithOptimedia)] www.zenithoptimedia.com Anita Arcentales and Karla Lopez, associate directors	New York	2,300
14	**MediaCom** [WPP] www.mediacom.com Position open	New York	1,780
15	**LatinWorks**[1] [Omnicom (49%)] www.latinworks.com Keisha M. Andrews, media strategy director	Austin, Texas	530

Dollars in thousands. Revenue figures are Ad Age estimates based on data collected and analyzed in July 2009. 1. LatinWorks formed its media department in 2008. Source: Advertising Age analysis.

Alma DDB

Spanish dominant
English dominant
US born
Foreign born
Eclectic selectors
Preservers
American embracers
Fusionistas
And everything in between